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January 28, 2005

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Examiner Scott E. Beliveau

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OFFICIAL COMMUNICATION

From: JENS C. JENKINS

Comments: Please see attached.

Docket No. 14531.46

Serial No. 09/264,432

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FILED VIA FACSIMILE**PATENT APPLICATION**

Docket: 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**In re application of**

Phillip Y. Goldman et al.

Serial No.	09/264,432) Art Unit
) 2614
Filed:	March 8, 1999)
Confirmation No.	3073)
For:	SYSTEM AND METHOD FOR INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY)
Examiner:	Scott E. Beliveau)
Customer No.	47973)

CERTIFICATE OF FACSIMILE TRANSMISSION

Mail Stop AMENDMENT
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

I hereby certify that this paper is being transmitted via facsimile to the Patent and Trademark Office to phone no. (703) 872-9306 (Formal Fax No.) on the date shown below.

- Amendment "T" (15 pages)
- Transmittal Letter (2 pages)

Dated this 28 day of January 2005.

Respectfully submitted,



JENS C. JENKINS
 Registration No. 44,803
 Attorney for Applicant

Customer No. 47973

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PATENT APPLICATION
 Docket No. 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of



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 JONATHAN M. BENNS, PH.D.

Phillip Y. Goldman)
 Serial No. 09/264,432)Art Unit
 Filed: March 8, 1999)2614
 Conf. No. 3073)
 For: SYSTEM AND METHOD FOR INSERTING)
 ADVERTISEMENTS INTO AN INFORMATION)
 RETRIEVAL SYSTEM DISPLAY)
 Examiner: Scott E. Beliveau)

AMENDMENT TRANSMITTAL

Mail Stop AMENDMENT
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment for entry in the above-identified application.

X No additional fee is required.

VERNON R. RICE \$
 OF COUNSEL.

* Admitted only in California
 \$ Admitted only in Virginia

The fee has been calculated as follows.

			SMALL ENTITY		LARGE ENTITY	
CLAIMS REMAINING AFTER	HIGHEST NO. PREVIOUSLY PAID FOR	NO. PRESENT EXTRA	RATE	ADDT'L FEE	RATE	ADDT'L FEE
Total = 46	46	0	X		X 50	
Independent = 6	6	0	x		X 200	
1 st PRESENTATION OF MULTIPLE DEPENDENT CLAIM			+=		+=	
			TOTAL		TOTAL	

X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.

- X Any filing fees under 37 CFR 1.16 for the presentation of extra claims.
- X Any patent application processing fees under 37 CFR 1.17.
- X Any fees for filing a terminal disclaimer under 37 CFR §§ 1.321(c) and 1.20(d).

Dated this 28 day of January 2005.

Respectfully submitted,



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Docket No. 14531.46**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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Phillip Y. Goldman et al.)	
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Confirmation No.	3073)
For:	SYSTEM AND METHOD FOR INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY)
Examiner:	Scott E. Beliveau)
Customer No.	47973)

AMENDMENT "I"

Mail Stop AMENDMENT
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of December 2, 2004 (paper no. 041119), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.